



Report to the Auburn City Council

Action Item

Agenda Item No. **12**

City Manager's Approval

To: Mayor and City Council Members
From: Auburn Arts Commission and Councilmember Holmes
Date: July 22, 2013
Subject: City Support for the "Tear Down the Wall" Fundraiser for the State Theatre and the COL C. E. "Bud" Anderson Monument at the Auburn Airport

The Issue

Shall the City Council Support Two Arts Projects in the City of Auburn?

Conclusion and Recommendation

That the Auburn Arts Commission recommends that the City Council take the following Actions:

- A. By motion approve a \$2,000 contribution to the State Theatre "Tear Down The Wall" fundraiser from the \$10,000 set aside for the Meditation Garden mural;
- B. By motion approve an increase of \$8,000 from the set aside to the city reserve funds;
- C. By motion approve a \$10,000 contribution for the COL C. E. "Bud" Anderson Monument from the Airport Enterprise Fund.

Background

During the budget process for the 2013-2014 city budget the Auburn Arts Commission recommended that \$10,000 be set aside for a proposed mural on the wall of the Wave Broadband office once the proposed meditation garden was completed. The meditation garden has been beset by a number of complications including the number of years the property owner will permit the garden and the concerns of the owner of the Wave Broadband building regarding potential water damage from storm run off. This project has been on hold for sometime.

The Auburn Placer Performing Arts Center (APPAC) is planning a gala event for 5 October with a goal of raising \$300,000 to "Tear Down The Wall" between the two sides of the State Theatre. This would permit the APPAC to expand the seating capacity of the auditorium from 130 to about 275 which would allow programs that require a larger audience and great financial viability to use the theatre. The City of Auburn has already made a major investment in this project with the \$125,000 used to restore the theatre marquee several years ago. Approval of this \$2,000 recommendation would once again signal the city's interest in the re-vitalization of our downtown area. (Exhibit A)

Another major arts project previously approved by the City Council is the COL C. E. "Bud" Anderson Monument at the Auburn Airport. While most of the cost of this project will come from private donations, the city has committed \$5,000 in staff time and approval of the location at the airport. The renown artist Doug Van Howd has completed, at this own expense, a life-like statue of COL Anderson which is currently on display at the Ridge Golf Club. Fundraising has been lagging, although a committee has been formed to focus on reaching a goal of at least \$50,000 toward the monument. Since the monument will be located on the airport property and potentially will become an attraction for visitors the Auburn Arts Commission the \$10,000 from the Airport Enterprise Fund be dedicated to this project via the Auburn Airport Association which is providing a 501 C 3 tax deduction for those private donors who may desire it.

Attachments

EXHIBIT A: Tear Down The Wall flyer

Be Part of HISTORY

Design & Photography by Jeff Farrell/OutpostCreative.com

TEAR DOWN THE WALL
BRING UP THE ARTS
IN AUBURN!

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Step back in time to 1930's era Hollywood and help celebrate the next phase of expanding and remodeling Auburn's historic State Theatre. "Tear Down the Wall, Bring Up the Arts" is our first step in providing an enlarged and enhanced facility that will serve the community far better than our current theatre does. New enhancements will include:

**Increasing capacity from 130 to 275 seats • Reopening and upgrading original proscenium and stage
Rebuilding the green room below the stage**

These improvements will attract entertainers who require a larger venue, provide more variety to audiences and offer rental opportunities to community partners. Construction is slated to begin in early 2014 with an anticipated grand opening in the spring.

APPAC's fundraising goal for this phase is \$300,000. The campaign will culminate in a one-night extravaganza of entertainment, festivities, food & drink on Saturday, October 5, 2013. All contributions are welcome but your donation of \$1,000 or more includes entry for you and a guest to this historic party and your name forever included on the lobby's wall of supporters.

Please select your donation level on the reverse side and send in your payment today, then mark October 5 on your calendar. Be Part of History!

Auburn Placer

Performing
Arts
Center

IMAGINE

NO WALL

Donation Opportunities

| Offering | Patron of the Arts | Benefactor of the Arts | Champion of the Arts |
|---|--------------------|------------------------|----------------------|
| Donor Level | \$1,000 | \$5,000 | \$10,000 |
| Admission Tickets for Event | 2 | 4 | 8 |
| Advance Purchase for APPAC Presents Tickets | Yes | Yes | Yes |
| Permanently Recognized in Lobby | Yes | Yes | Yes |
| Pass to Special Events | 2014 | 2014-2015 | 2014-2016 |
| Capital Campaign Permanent Recognition | | Silver Patron | Ruby Patron |
| On Screen Advertisements | | 1 Year | 2 Years |
| Print Advertisements | | Yes | Featured |
| Commemorative Poster | | Yes | Yes |
| Discounted Tickets for APPAC Presents | | Yes | Yes |
| Program Recognition at APPAC Events | | | Yes |
| Season Pass APPAC & Symphony | | | Yes |

Yes, please count me in!

☐ Patron of the Arts

☐ Benefactor of the Arts

☐ Champion of the Arts

☐ Unable to attend the event but would like to make a tax deductible donation of \$

First name

Last name

Company name (if any)

Mailing address

City

State

Zip

Phone

Email

Fax (if any)

Visa

MasterCard

AMEX

Discover

Card Number

Expiration

CSC#

Signature

Date

If paying by check please
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